Print Date 09/18/12 10:04:29

Orders	Order / Rev:	*104412		
	Alt Order #:	06832077		
	Product Desc:	HELLER FOR SENATE		
	Estimate:	,		KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 09/17/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
-5,	Buying Contact:		— Billing Type:	Cash
	Billing Contact:	 	Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate Lev	<u>ī</u> seJ	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	79	\$42,775.00	\$36,358.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	79	\$42,775.00	\$36,358.75	0.00
Totals	79	\$42,775.00	\$36,358,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$42,775.00
Market	100%	\$147,500,00

Revenue Codes:

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	26%	\$38,350.00		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	18%	\$26,550.00		
KTUD	1%	\$1,475.00		
KVVU	24%	\$35,400.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	2%	\$2,950.00		

_	Ln	Ch	Start	End	Inventory Code	Break	Start	End Tim	e Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp	w/Wa@M	5-6a		WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
					M-F 5-6a WakeUp	w/Wagners									
		NEWS				_									
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>F</u>	Rate F	Rating						
	W	eek: 09/0	03/12	09/09/12	WTF	3	\$18	5.00	0.00						

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KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

All Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ch Start Inventory Code Ln End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 1 KSNV 09/05/12 09/07/12 M-F 5-6a WakeUp w/Wa@M 5-6a --WTE--:30 \$185,002 0.00 NM \$555.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 -WTE--\$185.00 0.00 KSNV 09/10/12 09/10/12 M-F 5-6a WakeUp w/WaQM 5-6a M----:30 \$185,002 2 0.00 NM 2 \$370.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/10/12 09/16/12 \$185.00 0.00 KSNV 09/10/12 09/10/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 2 \$450.002 0.00 NM 2 \$900.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 Week: 09/10/12 М-----\$450.00 0.00 KSNV 09/05/12 09/07/12 M-F 6-7a WakeUp w/Wa@M 6-7a --WTF--:30 3 \$450.002 0.00 NM 3 \$1,350.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 -WTF--3 \$450.00 0.00 KSNV 09/05/12 09/07/12 Today Show CM 658a-9am --WTF--:30 3 \$550.002 0.00 NM 3 \$1,650.00 Today Show TODAY Start Date End Date Spots/Week Weekdays Rate Rating Week: 09/03/12 09/09/12 --WTF--3 \$550.00 0.00 E 6 KSNV 09/10/12 09/10/12 Today Show CM 658a-9am :30 M-----2 \$550.002 0.00 NM 2 \$1,100,00 **Today Show TODAY** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 М-----\$550.00 0.00 E 8 KSNV 09/05/12 09/07/12 M-F Today Show II 3rd H0M 9-10a :30 --W-F--\$200.002 0.00 NM 2 \$400.00 M-F Today Show II TODAY II Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 -W-E--Week; 09/03/12 \$200.00 0.00 KSNV 09/05/12 09/07/12 M-F Today Show III 4th IBM 10am-11am --WTF--:30 3 \$200.002 0.00 NM 3 \$600.00 Today 4th Hour **TODAY III** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 --WTF--\$200.00 0.00 E 10 KSNV 09/10/12 09/10/12 M-F Today Show III 4th IBM 10am-11am :30 \$200.002 M-----2 0.00 NM 2 \$400.00 Today 4th Hour TODAY III Start Date **End Date** Weekdays Spots/Week Rate Rating M-----Week: 09/10/12 09/16/12 \$200.00 0.00 E11 KSNV 09/10/12 09/10/12 Noon News CM 12-1230pm M -- -- --:30 2 \$275.002 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date End Date **Weekdays** Spots/Week <u>Rate</u> Rating М----Week: 09/10/12 09/16/12 2 \$275.00 0.00 E 12 KSNV 09/05/12 09/07/12 12-1230pm Noon News CM --WTF--:30 3 \$275.002 0.00 NM 3 \$825.00 Noon News **NEWS** Rate Start Date End Date Weekdays Spots/Week Rating Week: 09/03/12 09/09/12 --WTF--\$275.00 0.00 E 13 KSNV 09/05/12 09/07/12 Dr. Phil 3-4p CM --WTF--:30 \$300.002 0.00 NM 3 \$900.00 Dr Phil PHIL Spots/Week Start Date End Date **Weekdays** <u>Rate</u> Rating --WTF--Week: 09/03/12 09/09/12 \$300.00 0.00 E14 KSNV 09/10/12 09/10/12 CM 3-4p :30 M-----2 \$300.002 0.00 NM 2 \$600.00

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Order / Rev:

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Start Date End Date

<u>Weekdays</u>

Spots/Week

Advertiser:

Heller, Dean for U.S. Senate

Alţ Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			Dr. Phil Dr Phil									, , , , , ,
PHIL			DI FIIII									
<u>Sta</u> Week: 09/	rt <u>Date</u> /10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
E 15 KSNV	09/10/	12 09/10/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h	•	4-5pm (4:00 PM-4:	M 30 PM)	- :30	2	\$350.002	0.00 NM	2	\$700.00
NEWS <u>Sta</u> Week: 09	art Date	End Date 09/16/12	Weekdays M	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
E 16 KSNV			NEWS 3 at 4 (1 l 4PM NEWS (1 h	HOUR)CM	4-5pm (4:00 PM-4:	WTF	- :30	3	\$350.002	0.00 N M	3	\$1,050.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	WTF NEWS 3 at 4 (1	HOURICM	\$350,00 4-5pm	0.00 TF-	- :30	3	\$450,002	0.00 NM	2	\$900.00
NEWS	00.00	,_ 00.0,,,_	4PM NEWS (1 h		(4:30 PM-5:		.00	v	φ400,002	0.00 11111	2	ψ300.00
<u>Sta</u> Week: 09	art Date /03/12	End Date 09/09/12	Weekdays	Spots/Week 2	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
E 18 KSNV				HOUR)CM	4-5pm (4:30 PM-5:	M	- :30	2	\$450.002	0.00 N M	2	\$900.00
NEWS			4FIVINEVVO (111	Jurj	(4,30 PIVI=3,	00 PW)						
<u>Sta</u> Week: 09	art <u>Date</u> /10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
		12 09/10/12	M-F Early News M-F Early News	СМ	5-630p	M	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
NEWS		E 18 :	•		5.	N. .						
<u>Sta</u> Week: 09	art Date /10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E 20 KSNV	09/05/	12 09/07/12	M-F Early News M-F Early News	CM	5-630p	TF-	- :30	6	\$725.002	0.00 NM	6	\$4,350.00
NEWS <u>Sta</u> Week: 09	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays TF	Spots/Week 6	<u>Rate</u> \$725.00	Rating 0.00						
	09/10/		M-F Jeopardy M-F Jeopardy	СМ	630-7pm	M	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
JEP <u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	M		\$725.00	0.00						
JEP	09/05/	12 09/07/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	TF-	- :30	3	\$725.002	0.00 NM	1	\$725.00
<u>Sta</u> Week: 09	art <u>Date</u> /03/12 1 <u>Date Ra</u>	End Date 09/09/12	Weekdays TF Description		<u>Rate</u> \$725.00 t/End Time	Rating 0.00	Mookdaya	Lon	oth Data	Dtm. Tuno		
3 KSNN Un	/ 09/03/1 presolved	2-09/09/12 N	1-F Jeopardy	630-			Weekdays ThF	<u>Len</u> 	:30 (\$725 -00	Rtg Type 0.00 NM		
E 23 KSNV			PROGRAM CHAN M-F Wheel	GE CM	7-730pm	TF-	- :30	2	\$725,002	0.00 NM	1	\$725.00
WHEE			M-F Wheel of Fo		-1			-			•	\$1.20.00
Week: 09		End Date 09/09/12	Weekdays TF	Spots/Week 2		Rating 0.00						
2 KSN	n <u>Date R:</u> / <i>0</i> 9/03/1 presolved	2-09/09/12 N	Description 1-F Wheel		<u>t/End Time</u> 30pm		Weekdays	<u>Len</u>	<u>gth Rate</u> :30 <i>(\$725.00</i>	Rtg Type 0.00 NM		
			PROGRAM CHAN	GE								
E 24 KSNV WHEE		12 09/10/12	M-F Wheel M-F Wheel of Fo	CM rtune	7-730pm	M	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
Y Y I Hadaa	_											

Rating

<u>Rate</u>

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KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alţ Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch Star		Inventory Code		Start/End Ti	me Day	s L	en Spo	ts	Rate Pri			Amount
E 24 KSNV 09/10	/12 09/10/12	M-F Wheel M-F Wheel of Fo	CM rtune	7-730pm	M		:30	2	\$725.002	0.00 NM	2	\$1,450.00
WHEEL												
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$725.00	Rating 0.00							
25 KSNV 09/10				730-758pm	M		:30	2	\$400.002	0.00 NM	2	\$800.00
FACE		Face to Face w/	J.Ralston									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/10/12	09/16/12	M	2	\$400.00	0.00							
E 26 KSNV 09/05	/12 09/07/12	Face to Face w/ F		730-758pm	TF		:30	3	\$400.002	0.00 NM	1	\$400.00
FACE												
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00							
Spot Ch Date I		escription		/End Time	0.00	We	ekdays	Ler	igth Rate	Rtg Type		
		ace to Face w/ Rai	ston 730-	758pm			ThF	-	.30 <i>(\$400-00)</i>			
Unresolve IPGM CH		VS SPECIAL (CON	VENTION)]									
E 27 KSNV 09/06				11pm-1135pr	nT-		:30	1	\$750.002	0.00 NM	1	\$750.0
NIE VARO		M-F News 3 at E	even									,
NEWS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/03/12	09/09/12	T	1	\$750.00	0.00							
E 28 KSNV 09/10	/12 09/10/12	M-F News 3 at El M-F News 3 at E		11pm-1135pr	m M		:30	1	\$750.002	0.00 NM	1	\$750.0
NEWS		W-r News 3 at E	even									
Start Date		Weekdays	Spots/Week	Rate	Rating							
Week: 09/10/12 E 29 KSNV 09/08	09/16/12	M	ElevenCM	\$750.00 11pm-1135pr	0.00 m		:30	2	¢750.000	0.00 NB4		64 500 0
_29 KGNV 09/00	112 09/09/12	Sa-Su News 3 at		ттрин ттоорі	11	-33	.50	2	\$750.002	0.00 NM	2	\$1,500.0
NEWS												
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00							
E30 KSNV 09/08		News 3 Sunrise -	SATURIM	6a-7a		-S-	:30	1	\$200.002	0.00 NM	1	\$200.0
NEWS		News 3 Sunrise 3	SATURDAY									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						l	
Week: 09/03/12	09/09/12	S-	1	\$200.00	0.00]	
E31 KSNV 09/08	/12 09/08/12	Sa-Su Early News		5pm-630pm		~S-	:30	2	\$350.002	0.00 NM	2	\$700.0
NEWS		Sa-Su Larry New	5									
Start Date	· · · · · · · · · · · · · · · · · · ·	Weekdays	Spots/Week	Rate	Rating							
Week: 09/03/12 E 32 KSNV 09/09	09/09/12	S- Sunday Today	CM 2	\$350.00 7a-8am	0.00	5	:30	1	\$625.001	0.00 NM	1	\$625.0
	, 12 00,00712	Sunday Today	0111	ra-oum		J	.00	1	Ψ025.00 Ι	U.UU INIVI	'	φυ20.0
SUN TODAY	Ford Data	NAT 1.1	0 1 444 1	m ,	Ph. 44							
<u>Start Date</u> Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$625.00	Rating 0.00							
E33 KSNV 09/09			СМ	1P-9PM		S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.0
SNFL		NFL Football										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating							
Week: 09/03/12	09/09/12	S	1	\$8,000.00	0.00							
E34 KSNV 09/09	/12 09/09/12	Sports Night in La Sports Night in La		Sun 1135p-1	200a	S	:30	1	\$200.002	0.00 NM	1	\$200.0
SPORTS NIG	НТ	oporta Migrit III Li	a ა ა ი ყობ									
Start Date		Weekdays	Spots/Week	Rate	Rating							
Week: 09/03/12	09/09/12	S	Over CEA	\$200.00	0.00		.20		#7#A AAA	0.00 115		A=== -
VO/BO ANICA CON	112 09/07/12	M-F News 3 at El	even CIVI	11pm-1135pı	mI	r	:30	1	\$750.002	0.00 NM	1	\$750.0

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Order / Rey:

104412

06832077

Advertiser:

Estimate:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

KSNV

Ln Ch Start End	Inventory Code Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
N 35 KSNV 09/07/12 09/0		11pm-1135pm	F	:30 1	\$750.002	0.00 NM	1	\$750.00
0	M-F News 3 at Eleven	. .	-					
<u>Start Date</u> <u>End D</u> Week: 09/03/12 09/09			Rating 0.00					
N 36 KSNV 09/05/12 09/0		11pm-1135pm		:30 1	\$750.002	0.00 NM	1	\$750.00
1100 110111 00/00/12 00/0	M-F News 3 at Eleven	ripini ricopini	, ,,	.00 1	Ψ100.002	0.00 14141	'	Ψ100.00
Start Date End D	ate Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/03/12 09/09	/12W	\$750,00	0.00					
N 37 KSNV 09/09/12 09/0		7-10pm	5	:30 1	\$900.002	0.00 NM	1	\$900.00
0	News 3 in Prime	(8:30 PM-9:30	•					
<u>Start Date</u> <u>End D</u> Week: 09/03/12 09/09			Rating 0.00					
N 38 KSNV 09/05/12 09/0	-	1230-1p	WTF	:30 3	\$200.002	0.00 NM	3	\$600.00
1100 110111 00700712 0070	The Agenda 1230pm	1200 15	****	.00 0	Ψ200.002	0.00 (410)	J	Ψ000.00
Start Date End D	ate <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u>	Rating					
Week: 09/03/12 09/09		3 \$200.00	0.00					
N 39 KSNV 09/10/12 09/1	0/12 The Agenda 1230pm CM The Agenda 1230pm	1230-1p	М	:30 2	\$200.002	0.00 NM	2	\$400.00
Start Date End D			<u>Rating</u>					
Week: 09/10/12 09/16	·-	2 \$200.00	0.00					
N 40 KSNV 09/08/12 09/0	8/12 Weekend Jeopardy/WhaaM WKND Jeop/Wheel	630-730pm	S-	:30 1	\$350.002	0.00 NM	1	\$350.00
Start Date End D			Rating			Ī		
Week: 09/03/12 09/09		4000.00	0.00					
N41 KSNV 09/05/12 09/0	7/12 M-F Today Show II 3rd HCM M-F Today Show II	9-10a	WTF	:30 1	\$200.002	0.00 NM	1	\$200.00
TODAY II	Min Today Office II							
Start Date End D		<u>Rate</u>	Rating					
Week: 09/03/12 09/09		\$200.00	0.00					
N 42 KSNV 09/10/12 09/1	•	630-730pm	M	:30 1	\$1,000.001	0.00 NM	1	\$1,000.00
044 D-4-	M-F Jeopardy/Wheel of Fortui		D - 41					
<u>Start Date</u> <u>End D</u> Week: 09/10/12 09/16		<u>Rate</u> I \$1,000.00	Rating 0.00					
1100N. 00/10/12 00/10	1 800	Ψ1,000.00	3.00			Tatala	70	₽40.77E.00
						Totals	79	\$42,775.00